References

Archana Krishnan (2011) – Quality in Higher Education: Road to Competitiveness for Indian Business School – Opinion, Vol.1, No.1, pp 9-15

ArildWaeraas , Marianne N. Solbakk (2008), Defining the essence of a university: lessons from higher education branding. High educ. Pp 449-462

AyscgulTas, ElifAkagunErgin (2012), Key Factor for Student Recruitment: The Issue of Universtiy Branding. International Business Research, Vol.5, No.10, pp. 146-153

BahramKheiry, BaharehMohammadi Rad and OmidAsgari (2012), University intellectual image impact on satisfaction and loyalty of students. African Journal of Business Management, Vol.6(37), pp 10205-10211

Brendan J. Gray, Kim ShyamFam, Violeta A. Llanes (2003), Branding universities in Asian Markets. Journal of Product and Brand Management, Vol.12, No.2, pp. 108-120

Dr. KalpnaSahoo (2013), Quality Parameters of Management Education in India. Srusti Management Review, Vol. VI, Issue- 1, pp. 125- 129

Dr. Paul T James (2011), Issues and perspectives related to mobile brand marketing in Thai private higher education. Journal of Management Research, Vol. 3, No.1, pp. 1-25

Dr. S. Franklin John, Ms. S.Senith (2013), Factor Branding in Selection of Higher Educational Institutions in India. ISOR Journal of Business and Management ,Vol.9, Issue.5, pp 45-50

Dr. Sanjay Mishra(2006), Quality Assurance in Higher Education. National Assessment & Accreditation Council

Elizabeth Scarborough (2007), The branding of higher education: The great awakening in the hallowed halls of academia. Intelligent Marketing for Higher Education, pp 1-4

FaranakKhodayari, BehnazKhodayari (2011), Service Quality in Higher Education. Interdisciplinary Journal of Research in Business – Vol.1, Issue.9, pp 38-46

Google/ Ipsos OTX U.S. Brand Perceptions in Higher Education, 2011, pp 1-34

Hemsley- Brown J.V. and Goonawardana,S. (2007), Brand Harmonization in the international Higher Education Market. Journal of Business Research, Vol.60, pp 942-948 (20P)

J. Franklin, J. Kandaleena (2009), Impact of Branding in Higher Education. ICERI

J.H. Beneke (2011), Marketing the Institution to Prospective Students- A Review of Brand (Reputation) Management in Higher Education. International Journal of Business and Management, Vol.6, No.1, pp. 29-44

Johan Bosch, Elmarie Venter, Ying Jlan, Christo Boshoff (2006), The impact of brand identity on the perceived brand image of a merged higher education institution. Management Dynamics, Vol.15, No.2, pp 10-30

John Nichollas, John Harris, Eleanor Morgan, Devid Sims (1995), Marketing Higher education: The MBA experience. The international journal of Educational Management, Vol.9 Issue 2, pp 31-38

KarstenMause (2010), Considering Market Based Instruments for Consumer Protection in Higher Education. J Consum Policy, pp. 29-53

Kati Suomi, ArjaLemmetyinen, Frank Go (2013), The tension between a distinct brand identity and harmonization- Findings from Finish higher education. Place Branding and Public Diplomacy, Vol. 9, No.3, pp. 202-215

L. Jean Harrison- Walker (2009), Strategic Positioning in Higher Education. Academy of Educational Leadership Journal, Vol. 13, pp. 103-111

LuminitaNicolescu (2009), Applying Marketing to Higher Education : Scope and Limits. Management and Marketing, Vol.4, No.2, pp 35-44

MahaMourad, Christine Ennew, WaelKortam (2010), Brand Equity in Higher Education. Marketing Intelligence and Planning, Vol. 29, No. 4, pp.403-420

MamillaRajasekhar, M. Muninaranappa&S.V.Subba Reddy (2009), The GAP model analysis of service quality in Indian higher education. Asia Pacific Journal of Social Science, Vol 1(2), pp. 214- 229

Marc Fetscherin, Pascal Marmier (2010), Switzerland's nation branding initiative to foster science and technology, higher education and innovation: A case study. Place Branding and Public Diplomacy, Vol.6, pp. 58-67

Mark Durkin, Seamas McKenna, Darryl Cummins (2012), Emotional connections in higher education marketing. International Journal of Educational Management, Vol.26, No.2, pp. 153-161

Mathew Joseph, Eileen Wall Mullen, Deborah Spake (2012), University branding: Understanding students' choice of an educational institution. Journal of Brand Management, Vol. 20, pp. 1-12

Musa Pinar and Paul Trapp, Tulay Girard, Thomas E. Boyt (2011), Utilizing the brand ecosystem framework in designing branding strategies for higher education. International Journal of Education Management, Vol.25, No.7, pp. 724-739

NicolineFrolich and Bjorn Stensaker (2010), Student recruitment strategies in higher education: Promoting excellence and diversity?. International Journal of Educational Management, Vol.24, No.4, pp. 359-370

Pawan Agarwal (2006) – Higher Education in India: The Need for Change.Indian Council for Research on International Economic Relations. pp 1-194

Poonam Arora, 3 challenges of Indian Education System (2011). Udaipur Times Case Study

Pragya P Harsha, Smita Shah (2011) – Creating Brand Value of Higher Education Institution – IJMT – Vol.19, No.2, pp 152-158

R.ChandraShekharan (2010) Quality Determinants and GAP Analysis in management education schools. The international research journals of social science and management, Vol.1, No.2 pp 118- 136

Remus Pricopie, Branding in Higher Education. Review of Management and Economical Engineering, Vol.6, No.6

RinaMakgosa, Boikanyo A. Molefhi (2012), Rebranding an Institution of Higher Education in Botswana. Business and Economic Research, Vol.2, No.2, pp. 1-13

Robert M. Brown, Timothy William Mazzarl (2009) , The importance of institutional image to student's satisfaction and loyalty in higher education. High education, pp 81-95

Suresh Gopalan, NotisPagiavlas, Thomas Jones (2008), Branding MBA Programs: Are they sufficiently related to an institution's strategy? Proceedings of the Academy of Strategic Management, Vol.7, No.2, pp. 14-19

WoyoErisher, HalimaniHlulaniObert, and Gwavuya Frank (2014), Brand Reputation Management within the Higher Education Sector: A review of the Literature on Higher Education Brand Reputation Management. IRJM, 2(1), pp. 1-8

Yasine A Qandile, Natalia Oganesyants (2014), Positioning for international market segments in higher education: Evidence from Saudi Arabia. Business Education and Accreditation. Vol. 6, No.2, pp. 61-69

Yvonne J. Moogan (2011), Can a higher education institution's marketing strategy improve the student- institution match? International Journal of Educational Management, Vol.25, No.6, pp.570-589